

HIGHLAND PARK

A beautiful restricted
residence subdivision
of Salt Lake City. ∞ ∞



The place for your
permanent home

979.2251
H625
191-2

Highland Park

A beautiful place
to live



Owned, developed and offered
exclusively by

Kimball & Richards
“Land Merchants”

56 and 58 Main St.

Salt Lake City, Utah

TO provide Salt Lake City with a high-class restricted home place, a neighborhood for lawns and flowers, with beautiful uniform streets and public improvements—and above all to provide ideal surroundings for the family—that was our aim in planning and developing beautiful

Highland Park



The time is past when people are expected to live in the congested down-town districts. They want to get out in the suburbs where they can breathe the pure air and enjoy the freedom of outdoor life. They want to take their children away from the dangers of downtown pavements. And yet they want every advantage of the city. Such favorable conditions are found at Highland Park.

Because it combines all of these desirable features, Highland Park stands in the very front rank of Salt Lake's beautiful home districts.

Highland Park Inevitable

TO FULLY appreciate the advantageous location and future growth of Highland Park, one should understand something, at least, of the phenomenal development which has taken place in the southeastern part of our city during the last few years. Further growth to the north has only been halted after hundreds of homes were literally built on the mountain side. That section of the city is very congested and realty values are tremendously high. To the east, building has been stopped by the two big cemeteries, the State University and the great tract held by the Federal Government in the Fort Douglas Reservation. The west section of the city slopes toward the river and is low ground. It is also the railroad, factory and warehouse district.

It was simply inevitable, therefore, that the city, in its rapid growth, should expand to the southeast. So fast has been the transformation of that section

lying south of Ninth South and east of Seventh East street that actual facts seem almost beyond belief. Statistics show that approximately 85 per cent of all the home building done in Salt Lake in the last four years has been in this section.



A SEAT AND SHELTER
FROM SUN AND
STORM

LOOKING FROM
PLAT "C" INTO
HIGHLAND PARK



Location

ON THE beautiful southeast bench, just beyond Twelfth South and Eleventh East streets, overlooking the city, valley, mountains and lake, lies Highland Park. Although the elevation is practically the same as at the State University, the gradual slope of the entire section is almost imperceptible. The natural slope westward provides perfect drainage and affords innumerable advantages in improving home property. To the south and southeast are the well-known Holliday and East Mill Creek districts, with their beautiful country homes and prosperous fruit and berry farms.



SAVILLE
AND SPENCE
HOMES

Accessibility

WITH the Holliday and Highland Drive street car lines operating directly through the west end of the tract, Highland Park residents enjoy every modern transportation facility. The present schedule provides cars every twenty minutes, with twenty-five minutes running time to the business section.

Highland Park is unusually fortunate in the matter of paved highway connections with the city. A contract was let on October 3, 1913, by the city commissioners for the continuation of asphalt street paving directly through Highland Park, on Eleventh East and Highland Drive, to the city limits at Thirteenth South. The contract allows 150 working days for the completion of this work, thus connecting Highland Park to the business center by the finest paved roads in the State.

Improvements

MODEL residence streets, all conforming to the State requirements of 66 feet in width and permanently graded, extend throughout the tract. Street grading, which has cost over \$50,000, leaves nearly every building site above the street level with terraced fronts averaging two to four feet. Five-foot cement sidewalks have been laid, and when all completed these walks will be over twenty-two miles in length.

Four years ago this beautiful home section was totally undeveloped. Today the streets are lined with ornamental shade trees—7,000 in all; and fine modern homes—45 completed and nearly a score under construction. Up to and including Alden street, modern curbing is being constructed. Highland Park homes have all modern city conveniences including electric lights and telephones, and sewer and gas mains are being laid before street paving starts.

Total improvements to date, including the beautiful homes, represent an expenditure of approximately \$363,000.00.

RESIDENCE OF
MR. STAYNER RICHARDS



City Water

THE EXTENSION of city water mains on the principal streets throughout the tract was one of the very first provisions made for Highland Park. Needless to say, the entire district enjoys the same ample water supply as is used in other parts of the city—pure water from the mountain streams.

In the matter of perpetual water facilities, Highland Park is again greatly favored by reason of its splendid location. The new city water supply main, to provide for the great southeast development and which will daily supply 10,000,000 gallons of pure mountain water from the beautiful lakes in Cottonwood canyon, will be laid this year down Thirteenth South, passing for one mile directly by Highland Park. Homes in this favored section will always have an abundance of pure water.

The estimated cost of this big supply main is in excess of \$100,000.00.



HOME OF MR. M. M. BYWATER

RESIDENCE OF
MR. FRED T. WILLIAMS



Reasonable Building Restrictions

TO PROTECT progressive home builders against undesirable surroundings, reasonable building restrictions prohibit the erection of homes costing less than \$1,800 in the west end, and \$1,500 in the east end of the tract. Every home stands twenty-five feet back from the property line. A building line in the rear of lots for garages, barns and other outbuildings has also been established.

Stores, shops and all business buildings are restricted to a designated area at the business center of the district. A beautiful site has also been reserved for school purposes.

Building restrictions have little or no value in a small district where stores and other undesirable surroundings exist on all sides. For this very reason Highland Park with its 354 acres stands pre-eminent among Salt Lake City home districts because the size of this beautiful subdivision assures permanent protection. Highland Park is by far the largest uniformly improved restricted residence section in the State.



TYPICAL HIGHLAND PARK COTTAGES

THESE TREES IN JACKSON
SQUARE ARE FIVE YEARS OLD.
HIGHLAND PARK WILL HAVE
STREETS LIKE THIS.



Size of Lots

THE STANDARD frontage of building lots in Salt Lake City is 25 feet. This size lot has been adopted in Highland Park because home builders desire 50, 75 or 100 feet frontage. Plenty of sunshine and fresh air on all four sides of every home is insured by our rule to sell two lots—50 feet—or more to every purchaser. Throughout most of the tract, the lots have been platted with alleys in the rear.



Highland Park Southeast
 By **Kimball & Richards**
 Main Land Merchants Phone W. 963

Proposed site for Temporary Church site.



LOOKING WEST ON
STRATFORD AVE.

The Source of Fortunes

“**A**NYONE can get rich now by buying land—it must, of course, be advantageously situated, near growing cities—and holding on for a rise.” This was the positive declaration of the late Joseph Fels, multimillionaire manufacturer of Philadelphia. And Mr. Fels knew from long experience. Like the founders of many other great American fortunes, he acquired millions by investing in the suburban districts of growing cities and reaping the gigantic profits which are bound to come. The entire Astor fortune, one of the largest in the world, was made in this same way.

The world’s greatest authorities unite in endorsing suburban real estate as one of the safest and most profitable investments.

Read what they say:

“Buy real estate in outlying districts. Then work hard at your usual business. Your real estate purchase will make your old age comfortable.”—RUSSELL SAGE.

"Real estate is the best investment for small savings. More money is made from the rise in real estate values than all others combined."—WILLIAM J. BRYAN.

"The wise young man, or wage earner, of today invests his money in real estate—suburban real estate."—ANDREW CARNEGIE.

"No investment on earth is so safe, so sure, so certain to enrich its owner as undeveloped realty. I always advise my friends to place their savings in realty near some growing city. There is no such savings bank anywhere."—GROVER CLEVELAND.

"Well selected realty has proven to be the safest of all securities."—NEW YORK HERALD.

"The man who puts his savings into real estate need have little fear of money panics or business depressions."—NEW YORK AMERICAN.

HETTY GREEN, America's richest woman, says: "I advise women to invest in real estate. It is to be preferred above all other property, and is the safest means of investing money."

"Every person who invests in well selected real estate in a growing section of a prosperous community adopts the surest and safest method of becoming independent, for real estate is the basis of all wealth."—THEODORE ROOSEVELT.

Such sound advice from such reliable sources must convince you that the place to put your spare dollars is in Salt Lake suburban lots.

COTTAGE OF
MR. D. H. KIMBALL



Prices and Terms

THE PRICES begin at \$150 per lot on Preston street at the east end of the tract, and increase in price to \$350 per lot at the west end. Corner lots are higher priced.

Our terms are 2 per cent of the purchase price down and the same each month. For example, if you purchase \$500 worth of lots your installment would be \$10 a month. This installment includes the usual 7 per cent interest on the unpaid balance of the contract. A limit of 42 months has been made on the contract, because that has been found long enough for all.

To encourage purchasers who desire to make larger payments, an extra 5 per cent discount is allowed for cash or for all payments made in excess of the regular terms of the contract.



HOME OF
MR. GEO. J. MAACK

RESIDENCE OF
MR. LAWRENCE MANGUM



Additional Service

UPON completion of your contract of purchase, we guarantee to furnish a warranty deed and abstract of title without further cost to you. One abstract is delivered with each homesite.

Authentic surveys, giving the exact lines of all property, are furnished to every purchaser, without cost.

Purchasers may at any time transfer their equity from one of our subdivisions to another, by making proper arrangements with our office.

Should you desire to list your property for sale, you may do so upon completion of your contract. We maintain a listing department which will carefully safeguard your interests and which will help you dispose of any real estate holdings.

At considerable expense, we maintain the appearance of Highland Park, caring for the trees and general upkeep of the district where homes have not yet been built.



BUNGALOW OF
MR. WM. J. SALMON

Highland Park, Plats "C" and "E"

IMMEDIATELY adjoining Highland Park Plat "A" on the south across Thirteenth South street, lie Plats "C" and "E," Highland Park. At the present time these properties are not in the corporate limits of the city and, therefore, city water mains have not yet been extended past Thirteenth South. All other modern improvements, including permanently graded streets, four-foot cement sidewalks, ornamental shade trees and terraced front lots are included in the beautiful homesites here offered. These newer sections have all the advantages of the improvements and invested capital of the older plats. Prices are somewhat lower in Plats "C" and "E"—thus offering an exceptionally fine investment for the man who is buying for his home a year or so in the future.

Our Experience at Your Service

KIMBALL & RICHARDS stands for three companies:

Kimball & Richards, "Land Merchants"
Kimball & Richards Building Company
Kimball & Richards Securities Company

A combined paid-in capital and surplus of \$617,000.00 is involved in the three affiliated companies.

During the eight years we have been in business we have platted, improved and sold nineteen fine subdivisions in the south and southeastern section of Salt Lake City. We have studied the city's growth to determine its direction and possibilities. These and relating problems of investment are being carefully investigated day in and day out, and year after year. Our experience is at your disposal to help you make money in real estate. We guarantee Highland Park to be exactly as represented. If you do not live in Salt Lake, you can purchase through our mail order department with the assurance that your interests will be just as well cared for as though you were on the ground.

RESIDENCE OF
MR. J. A. KEARNS



Save, Invest and Get Ahead

HIGHLAND PARK is a present day reality. Today it presents one of the finest and safest investments ever offered to the public. Although most of the lots are being bought for home building, many are taking advantage of this splendid opportunity to invest a few dollars each month. Prices are sure to advance—as sure as that the sun will rise tomorrow. The amount of land here is fixed and unstretchable. Already the city's expansion has covered practically all of the available land and Highland Park is directly in the path of the greatest growth.

With the completion of street paving and the extensive home building campaign which is bound to follow, investors in this beautiful residence tract will realize very substantial profits.



HOME OF
MR. A. A. BUTLER

RESIDENCE AND
BEAUTIFUL HOME
GROUNDS OF
MR. CLAUDE RICHARDS



A Good Investment is Worth Years of Labor

WE DO not recommend Highland Park to the person who hopes to get rich quick, or who is looking for a fabulous profit in a short time. But to the person who can put a few dollars each month where there is no element of risk, and who is content to let his profits accumulate steadily and surely until he can reap the greatest reward, we give Highland Park our unqualified endorsement.



RESIDENCE OF MR. STRINGAM A. STEVENS

Act Today

CAUTION to a degree is commendable, but it has killed many a man's big opportunities. It may kill yours if you wait now.

NOW, if ever, is the time to invest.

HIGHLAND PARK

Planned, Developed and Offered
Exclusively by

Kimball & Richards

"LAND MERCHANTS"

Phone Wasatch 963

56-58 Main St. Salt Lake City, Utah



HIGHLAND PARK

**KIMBALL
&
RICHARDS**
"LAND MERCHANTS"

56 and 58 Main St.
Salt Lake City, Utah